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Steve Burt (Contact Author) Professor Of Retail Marketing Institute For Retail Studies Stirling Management School University Of Stirling STIRLING, FK9 4LA, Scotland Email: S.l.burt@stir.ac.uk Ulf Johansson Professor Department Of Business Administration Lund University, PO Box 7080 220 0 May 7th, 2024

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Harvard University Barton A. Weitzf University Of Florida January 1, 2010 A Corresponding Author: Jie

Zhang Is An Associate Professor Of Marketing And The Harvey Sanders Fellow Of Retail Management, Robert H. Smith School Of Business, University Of Maryland, 3311 Van Munching Hall, College Park, MD 20742, USA. May 3th, 2024

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